



The Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Public Health
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June 6, 2008

Dear Colleagues:

We are pleased to announce the launch of our first new HIV Testing campaign in four years. We hope that you will display the enclosed posters in your agencies and/or other visible locations in your communities to help promote the campaign message "Get Talking, Get Tested." Although the campaign is targeted at African American and other black residents, we think that the message is also relevant to all of the populations you serve.

The "Get Talking, Get Tested" campaign encourages individuals to get tested for HIV and to discuss HIV risk with their partners, families, friends, or health care providers. This campaign is designed to illustrate the importance of getting tested, not just for your own sake, but for the health and safety of your family and your community as a whole.

In addition to the posters agencies like yours will display, transit and newspaper ads will run for the entire month of June in Boston, Springfield, Worcester, Lynn, and Brockton – the five Massachusetts cities with the highest rates of new HIV infection (32-61%) among African Americans, sub-Saharan Africans, and black residents from the Caribbean Basin.

Additional copies of the three-poster series are available through the Massachusetts Health Promotion Clearinghouse at www.macclearinghouse.com in two sizes – 22" x 21" and 17" x 11." In addition, coordinating wallet/appointment cards are also available. As always, materials through the Clearinghouse are provided to you free of charge.

Sincerely,

A handwritten signature in cursive script that reads "Tammy Goodhue".

Tammy Goodhue
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